

## **MINUTES**

### **SPECIAL MEETING OF CITY OF ALAMEDA FILM COMMISSION WEDNESDAY, NOVEMBER 15, 2006 3:00 PM**

#### **CALL TO ORDER AND ROLL CALL**

Chairman Duffin called the meeting to order 3:05 p.m.

Present: Chairman Duffin. Commission Members: Bliss, Collins-Levi, Copperwaite, Dorrance, Gray, Grey, Laven (arrived at 3:09 p.m and left at 4:25 p.m.) Lowell and Tabor (arrived at 3:09 p.m.).

Absent: Vice Chair Green

Staff: Commission Secretary: Sue G. Russell  
Commission Recording Secretary: Rosemary Valeska

#### **MINUTES**

##### **1. Minutes of the Special Meeting of August 16, 2006**

Motion (Bliss), seconded and unanimous to approve the minutes of the Special Meeting of August 16, 2006 as submitted.

At this time, Chairman Duffin introduced two members of the audience: Noelle Robbins, a freelance writer for Alameda Magazine, who is working on an article regarding the Film Commission; and Ralph Johnson of the U.S.S. Hornet Museum.

#### **CONSENT CALENDAR**

#### **ORAL COMMUNICATIONS – PUBLIC**

No speaker slips were submitted.

#### **UNFINISHED BUSINESS**

#### **NEW BUSINESS**

##### **2. Presentation regarding AB 1234 Mandatory Ethics Training Requirements**

Ms. Russell gave a general overview of the materials provided in the agenda packet. This item was presented for information, only; no Film Commission action was requested.

##### **3. Consider cancellation of December 20, 2006 Regular Meeting**

Motion (Dorrance), seconded and unanimous to cancel the December 20, 2006 Regular Meeting and schedule a Special Meeting for January 10, 2007.

## REPORTS

### 4. Oral Report – Marketing Subcommittee

Commission Member Bliss requested that David Hillstrom of Infolane, the City's website consultant, give the presentation on the website status. Mr. Hillstrom had the draft website projected on a screen. Ms. Russell distributed copies of a functional schematic sheet of the website. The Commission Members were requested to forward their content recommendations to Ms. Russell, who in turn would consolidate them and forward on to Mr. Hillstrom. Commission Member Gray provided staff with a copy of some sketches of logo ideas, which was copied and distributed to all present. Discussion followed regarding the color scheme. Motion (Dorrance), seconded and unanimous to go in the direction of a beige color scheme for the banner, instead of the blue color scheme, and to look at alternatives to plan white as the background color for text areas. Mr. Hillstrom stated that the Commission Members could use their assigned passwords to log onto the draft website from their home computers and track the progress.

### 5. Oral Report – Locations Subcommittee

Commission Member Grey noted that the Marketing and Locations Subcommittees had met jointly on September 27 and November 8. She also stated that the subcommittee has several hundred photos but will wait until the City's Legal Department has created a form to authorize their use on the website. Ms. Russell indicated a work request has been sent to the City Attorney's office on this matter. However, there are photos that could be used of views from State and City property as well as photos in the public domain. Another photo resource might be Alamedainfo.com. Commission Member Grey provided Mr. Hillstrom with a photo CD that she had prepared and asked him to display the photos on the screen. She then distributed a web site photo choices sheet to the members and asked them to vote for their favorite photos in four categories. The sheets were completed by the members and returned to Commission Member Grey. The results will be sent to Ms. Russell, who in turn will notify the Commission Members. Mr. Johnson offered to provide Commission Member Grey with extra shots of the Hornet.

Mr. Hillstrom stated that it would be good to launch a "Phase I" website prior to outreaching to the community. If another joint Marketing and Locations Subcommittee meeting could be scheduled soon, it is possible that the site could go live by December 15. Ms. Russell stated that the outreach process was planned for January – March, 2007. Commission Member Bliss suggested a content submittal deadline of November 27. She also raised the question of how much could be discussed among the Commission Members by e-mail and still be compliance with the Brown Act.

### 6. Oral Report – Internal Operations Subcommittee

Commission Member Collins-Levi reported on the "grueling" session of the Internal Operations Subcommittee held on November 8. The current project of this subcommittee is the line-by-line updating of the Alameda Municipal Code as it relates to film and photography permits. Ms. Russell stated that the draft revisions would be reviewed with staff from the Central Permits and City Attorney's offices, and then would be submitted

to City Council for adoption. A future goal of the subcommittee is to develop an interactive permit on the website.

Ms. Russell stated that the Internal Operations Subcommittee will be tasked with tracking the economic impacts of filming. Commission Member Bliss stated that she hears the concerns expressed by filmmakers regarding working with the City and she wants these concerns addressed in the new permitting system. She also stated that we still need to prove that we're "film friendly." Mr. Johnson of the Hornet addressed the Commission and stated that the producer of "Fear Factor" told him that Alameda was the toughest place to work with in regard to permits. Ms. Russell provided more information on this allegation. She indicated that the location scouts for this production had taken much for granted during the permit process and had failed to understand their need to deal with the Navy on the potential environmental issues arising from the backwash of low-flying helicopters. Commission Member Grey suggested a round table with the Film Commission and representatives of City departments. Ms. Russell stated that we're working towards that and changing the Municipal Code wording is the first step.

#### WRITTEN COMMUNICATIONS

7. *San Francisco sends Orphans off to Vancouver, San Francisco Business Times, 9/8-9/14/2006*

#### ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

8. Staff recap of Association of Film Commissioners International convention

Ms. Russell reported on the October AFCI convention held in Pasadena. She stated that she was impressed with the magnitude of the marketing done by other states and nations. As a result of her attendance at this convention, the City is now a full member of AFCI. Ms. Russell has ordered copies of the AFCI publication, *Locations Magazine*, for the Film Commission members.

9. Staff update – City Map Project

Ms. Russell showed all present a mock-up of the map that she would soon be sending to the City Map Project company. There will be a map panel devoted to the Film Commission.

10. Staff update – Business cards for Commission Members

Ms. Russell stated that she was aware how important it is for the Film Commission members to have official business cards prior to the community outreach meetings. She is working on a layout of the cards.

11. Staff Update – Upcoming meeting for Bay Area FLICS on the Hornet

Ms. Russell reported that the staffs for Bay Area FLICS offices would be meeting on the Hornet on Wednesday, November 29. She stated that she would report on this meeting to the Film Commission at the January meeting.

- Commission Member Comments:
  - Chairman Duffin recommended that a 4" x 6" handout be prepared to announce the website.
  - Chairman Duffin stated that he has copies of the latest issue of *Reel Directory* and that members should call him if interested in obtaining a copy. He also stated that the Film Commission was now appearing in the web version of *Reel Directory*. The next print issue comes out in Spring 2007. Commission Member Grey suggested that WABA or PSBA might be interested in sponsoring the cost of a print ad.
  - Chairman Duffin called for a round of applause to thank David Hillstrom for all his hard work on the website, and he also thanked Ralph Johnson for his input at the meeting.

#### ADJOURNMENT

The meeting was unanimously adjourned at 5:09 p.m.

Respectfully submitted,

Sue G. Russell  
Film Liaison/Economic Development Coordinator

SGR:rv